

# **THE OEMI AND INSTITUTIONS' EXPERIENCES IN CAPTURING OUTREACH AND ENGAGEMENT ACTIVITY**



**2010 National Outreach Scholarship Conference,  
Raleigh, N.C.  
October 3-6, 2010**

# Presenters



- Burton Bargerstock, Michigan State University
- David Procter, Kansas State University
- Valerie Paton, Texas Tech University
- Philip Greasley, University of Kentucky

# Overview of the OEMI – MSU

- History
- Structure
  - Data on faculty effort
    - Time spent
    - Social issues addressed
    - University strategic imperatives
    - Forms of outreach and engagement
    - Location of intended impact
    - Non-university participants
    - External funding
    - In-kind support
  - Data on specific projects
    - Purposes
    - Methods
    - Involvement of partners, units, and students
    - Impacts on external audiences
    - Impacts on scholarship
    - Creation of intellectual property
    - Duration
    - Evaluation

Outreach & Engagement Measurement Instrument  
OEMI

For help with the survey or how to complete it, see our [Frequently Asked Questions](#). Contact us at [oeihelp@msu.edu](mailto:oeihelp@msu.edu) or call 517-353-8977.

**Michigan State University Survey 2009**  
Engagement Activities from January 1, 2009 through December 31, 2009

**What is outreach and engagement?**  
Outreach/engagement occurs when a person's research, teaching, or service activity significantly engages that person's scholarly or professional expertise with communities and/or organizations outside the academy with the direct goal of improving outcomes for those who live and work in them. That is, outreach/engagement is scholarly activity conducted for the direct benefit of audiences external to the academy: for example, non-traditional students, government agencies, industrial firms and associations, health and welfare organizations, pre-K-12 schools, labor organizations, and the like.  
Outreach/engagement is often like other faculty work that occurs on campus, but may differ in format; for example, by scheduling instruction at times and in places convenient to a working adult; or by communicating research results in ways that an external audience finds both understandable and usable. At its best engagement involves shared goals, expertise, resources, and results in mutually identified benefits.

**What is the OEMI?**  
In order to help increase public understanding of Michigan State University's outreach/engagement effort, the Provost's Office collects data annually on faculty activities. The OEMI gathers numerical data about your outreach/engagement along seven dimensions:

- Time spent
- Social issues
- Boldness By Design Imperatives
- Forms of activity
- Locations
- Non-university participants
- External funding and in-kind support

The survey also asks for descriptive information about purposes, methods, impacts on scholarship, and impacts on the external audiences for individual projects/activities. This information enables the University to showcase its faculty's contributions to the public that supports it.


**Who should complete the OEMI?**  
All faculty, academic specialists, research associates, campus-based extension specialists, and visiting faculty should complete the OEMI. Adjunct faculty, graduate assistants, administrative professionals, and other MSU employees are not included at this time.  
If you did **NOT** participate in any outreach/engagement activities during this period, please log in and select "I did not participate in any outreach/engagement activity during this period." in the first question.

**What to report?**  
Outreach/engagement is an aspect of many different kinds of scholarly work, neither a separate sphere of activity distinct from teaching or research nor identical with "service." It is **very likely that you will include activities on the OEMI that you may have reported in other places as instruction, research, or creative activities.** Thus, the first question on this survey asks you to **identify the percentage of your total outreach effort across all the categories of your academic work** (i.e., instruction, advising, research and creative activity, service, and administration). This work can take the form of:

- Outreach Research and Creative Activity ②
- Technical or Expert Assistance ②
- Outreach Instruction: Credit Courses and Programs ②
- Outreach Instruction: Non-Credit Classes and Programs ②
- Outreach Instruction: Public Events and Understanding ②
- Experiential/Service-Learning ②
- Clinical Service ③

Note: Throughout the survey, use the help icons (②) for definitions and examples.

**How to begin the survey?**  
To start the survey, proceed to the [login page](#).  
You will need your MSUNetID and password to log in. If you have trouble logging into the survey, contact the Administrative Information Services (AIS) Help Desk at 517-353-4420, ext. 311.

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# Overview of the OEMI – MSU (continued)

- **Utilization**
  - Faculty Activity
  - Programmatic Activity
- **Formative vs. Summative**
- **Grounded scholarship expressed in teaching, research, and service**



# Piloting the OEMI – Kansas State

- Pilot Methodology
- Campus Buy-in
- Language around Outreach and Engagement

# Piloting the OEMI – Kansas State

- Political Capital and Changing Leadership
- Different Constituencies



# First-time Implementation of the OEMI across the TTU System

- 6 months prep/3 month administration/6 months analysis/utilization
- Reaching common understanding of
- Tailoring instrument for different campus environments



# First-time Implementation of the OEMI across the TTU System

- Utilizing metrics – Institutional and System
- Using data to leverage O & E activities
- Modeling desired behaviors through the assessment process (partnerships, shared visions, valuing others, leveraging)





# **Four-Years of Institutional Experience at the University of Kentucky**

- **Bottom line**
- **Sustainability**



# The Value of Data

- **Internal**
  - Know what we're doing and where
  - Partners
  - Hot button issues
  - Value to college reaccreditation
  - Emphasis. What's counted counts
- **External**
  - What have you done for me lately?
  - State funding
  - Public support



# Getting Usable Data

- Projects
- Locations
- Descriptions
- Counties/Legislative districts
- UK contact people



# Think Output and Impact

- Make data readily available to the public
- Be visual. Use geographic presentation and density mapping



## University of Kentucky Engagement Activity by County

### Calendar 2008 and the 2008-09 Academic Year

This Table lists the Activities/Projects for "All Colleges".

To look at a specific college, choose from the dropdown box and click on the **refresh** button.

All Colleges

**Popups must be enabled for this page.**

For All Counties use this link [All Counties](#)

<a href="#">Adair</a>	<a href="#">Allen</a>	<a href="#">Anderson</a>	<a href="#">Ballard</a>	<a href="#">Barren</a>	<a href="#">Bath</a>	<a href="#">Bell</a>	<a href="#">Boone</a>
<a href="#">Bourbon</a>	<a href="#">Boyd</a>	<a href="#">Boyle</a>	<a href="#">Bracken</a>	<a href="#">Breathitt</a>	<a href="#">Breckinridge</a>	<a href="#">Bullitt</a>	<a href="#">Butler</a>
<a href="#">Caldwell</a>	<a href="#">Calloway</a>	<a href="#">Campbell</a>	<a href="#">Carlisle</a>	<a href="#">Carroll</a>	<a href="#">Carter</a>	<a href="#">Casey</a>	<a href="#">Christian</a>
<a href="#">Clark</a>	<a href="#">Clay</a>	<a href="#">Clinton</a>	<a href="#">Crittenden</a>	<a href="#">Cumberland</a>	<a href="#">Davies</a>	<a href="#">Edmonson</a>	<a href="#">Elliott</a>
<a href="#">Estill</a>	<a href="#">Fayette</a>	<a href="#">Fleming</a>	<a href="#">Floyd</a>	<a href="#">Franklin</a>	<a href="#">Fulton</a>	<a href="#">Gallatin</a>	<a href="#">Garrard</a>



# O

[Close](#)

## The University of Kentucky is Engaged with the Community in 650 Activities tied to Fayette County

"An asterisk '\*' indicates that this project impacts all counties"

College	Project Name
Agriculture	* <a href="#">120 Counties into Drupal</a>
Agriculture	* <a href="#">2008 Kentucky Fruit and Vegetable Growers Conference</a>
Agriculture	* <a href="#">2008 Kentucky Women in Agriculture Conference</a>
Agriculture	<a href="#">2008 Plant and Soil Sciences Field Day</a>
Agriculture	<a href="#">4-H GPS/GIS</a>
Agriculture	<a href="#">4-H Speeches and Demonstrations</a>
Agriculture	<a href="#">African Cemetery No. 2 Preservation</a>
Agriculture	<a href="#">Agriculture and Nutrition Awareness</a>
Agriculture	* <a href="#">Animal Genetic Testing</a>
Agriculture	* <a href="#">Asia Center co-directorship</a>



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**Project Title:**

African Cemetery No. 2 Preservation

**Project Description:**

Acted as Chair of African Cemetery No.2, Inc., a non profit 501C(13) organization devoted to the maintenance and preservation of African Cemetery No. 2 in Lexington as a national historic place, memorial, and urban greenspace.

**Project Outcomes:**

During 2008 the maintenance of the cemetery was substantially improved, landscaping was done, capital repairs were performed, and we were able to conduct several activities in the cemetery as a result of the work.

College/Department	Contact	Email Address
Agriculture	Mark Coyne	mscopyn00@email.uky.edu
Agriculture URL: <a href="http://ces.ca.uky.edu/ces/">http://ces.ca.uky.edu/ces/</a>		

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## UK 2008 Engagement Survey ArcIMS Viewer

### Layers

Visible Active

- ALL COLLEGES
- NON-ACADEMIC
- AGRICULTURE
- ARTS & SCIENCES
- BUSINESS & ECONOMICS
- COMMUNICATION & INFORMATION
- DENTISTRY
- DESIGN
- EDUCATION
- ENGINEERING
- FINE ARTS
- GRADUATE SCHOOL
- HEALTH SCIENCES
- LAW
- MEDICINE

Map created with ArcIMS - Copyright (C) 1992-2010 ESRI Inc.

AGRICULTURE is now the Active Layer





# Concerns and Gains

- Jeopardy in Culture Change
  - Slow institutional progress
  - Jeopardize your career
- The Value of Time
  - Annual recurrence makes it the norm
  - Better quality reports with each cycle

# For further information and to request guest accounts for the OEMI demo



## National Collaborative for the Study of University Engagement

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